

In this edition: the latest on allocations 2015/16, how to improve your recruitment and more online seminars...

May 2014



# School Direct bulletin

Dear [Name]

Welcome to your May issue of the School Direct bulletin.

In this issue, we have the latest on requesting allocations for 2015/16, advice on how to improve your recruitment activity and more online seminars for you to join.

We know that news about requesting allocations for 2015/16 has been eagerly awaited. So I'm pleased to say that you will be able to request your places shortly. Read on for more.

**Charlie Taylor**

Chief Executive, National College for Teaching and Leadership

## In this month's bulletin

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## ITT allocations for 2015/16

### Bidding to open shortly

The bidding window for all 2015/16 ITT allocation requests, including School Direct, will open shortly. Please look out for further announcements from us.

Any requests submitted before the window is open will be recorded as 2014/15 requests, and will not count towards 2015/16 places.

'The allocation of initial teacher training places: A guide for the 2015/16 academic year' will be published on GOV.UK at the same time as the window opens. Bidding for places is not a first-come-first-served process and lead schools and providers should consider this information before submitting their allocation requests.

Please email [itt.allocations@education.gsi.gov.uk](mailto:itt.allocations@education.gsi.gov.uk) for further information.

Don't miss our online seminar on requesting places '[requesting your School Direct places: process and practice](#)' taking place on **5 June 2014** at 4.30-5.30pm.

## Recruitment

### Improve your recruitment activity using your marketing resource bank

As we draw closer towards summer, applicants are still looking for unfilled places and now is the time to

start ramping up your recruitment activity. Schools are reporting back on the low-cost and high-impact activity of local public relations and press activity.

"This was a great form of free advertising for us with minimal work...and I would encourage schools to definitely try this option."

**Clare Adams, Deputy Headteacher at Ringwood School, Hampshire**

See the [marketing resource bank](#) for a ready-made press release template for you to use.

### Planning for the summer

You should start to plan how you will continue to recruit over the summer and decide with your partner provider how best to manage this process. Applicants, especially in high-priority subjects, will be applying right up to the point when UCAS teacher training (UTT) system closes for 2014 entry, on 15 September for Apply 1 and 24 October 2014 for Apply 2.

There is useful advice and guidance provided in the School Direct [top tips](#) slides in the marketing resource bank, and you may find slides 6-8 on local and regional campaigns particularly helpful.

[Register](#) for our final seminar in our current series on 'partnership agreements and recruiting – getting ready for next year' on **10 July 2014** at 4.30pm.

Remember that SKE is also available, for good applicants where you see potential for them to train to teach in a subject where they may need some enhancement. You could consider this for subjects like modern and ancient languages, mathematics and design and technology (D&T).

### Providing applicant feedback

We're aware that some applicants are struggling to get feedback following interviews. If you decline an offer to an applicant, please remember to provide constructive feedback where possible as this will help their future applications. This is particularly important for applicants moving from their three initial choices in Apply 1 to one choice in Apply 2.

### Scholarships – a reminder

We've had feedback that not all partnerships are aware of the tax-free £25,000 teacher training scholarships available to physics, maths, chemistry and computing trainees. Applicants to these subjects on the non-salaried routes can apply for these scholarships. The scholarships are competitive and, where the applicant is successful, the scholarship funding replaces the applicant's bursary.

Some of the schemes have (fast approaching) deadlines which are available on the websites of the relevant subject associations. [Find out more](#) about the scholarship schemes.

### Keeping on tweeting

It's been great to see more and more partnerships using social media to promote their vacancies. We're always happy to retweet from the [Get into teaching Twitter account](#). Top tip: tag us (@getintoteaching) in your tweet and we'll be much more likely to spot it and retweet.

We'd particularly like to see geography and D&T vacancies. If you do have vacancies in these subjects (and can fit it in your tweet), you can use the hashtags #TeachGeog or #TeachDT as appropriate.

## Subject Knowledge Enhancement (SKE) programmes

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### SKE for ITT courses starting in 2014/15 and 2015/16

SKE programmes, fully funded by NCTL, bring an applicant's subject knowledge to the level needed to start an ITT course. You can still offer SKE courses to applicants for 2014/15 ITT.

To help you in recruiting to ITT courses in 2015/16, we have extended the SKE funding period until **31 March 2015**, and as a result, funding can now be requested for any SKE programmes that begin before this date.

Remember, you can design and deliver SKE courses to meet your needs, or use our [online directory](#) to find a suitable course delivered by another provider.

### Deferring a candidate's ITT place using 'delayed confirmation' (DCF)

DCF is a tool that allows you to defer a candidate's ITT place for one year, where they have been able to satisfy initial admissions policies but may require an SKE course that runs past the confirmation date for programmes starting in 2014. More information can be found in the [UCAS teacher training admissions manual](#).

### Need more information on SKE?

Consult the [online guidance](#), use the [SKE operations manual](#), or email [ta.ske@education.gsi.gov.uk](mailto:ta.ske@education.gsi.gov.uk).

## Your online community

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### Online seminars: sharing practice and top tips for you – register now

It was great to see a number of you at our recent online seminar for School Direct lead schools on partnerships. Recordings of these sessions are [available on our website](#). We've had great feedback so far:

"I just wanted to say that this was my first online seminar and I found it so useful. The input of Chris, Christian and Damien about their schools was excellent and I have a much clearer idea of where to move forward with School Direct. A great opportunity – thank you".

**Dawn Henderson, Leader of Professional Learning, Horizons Specialist Academy Trust**

Register for our upcoming online events:

#### Requesting your School Direct places: process and practice

Thursday 5 June 2014

4.30-5.30pm

[Register](#)

#### School Direct: a focus on quality – getting it right at the right time

Thursday 19 June 2014

4.30-5.30pm

[Register](#)

#### School Direct: partnership agreements and recruiting – getting ready for next year

Thursday 10 July 2014

4.30-5.30pm

[Register](#)

For more information and queries about the online seminars, email your online community facilitator Tam Mason [sycamorelearning@gmail.com](mailto:sycamorelearning@gmail.com).

### Get connected on School Direct

As a reminder, if you haven't joined the School Direct online community, this is [available on our website](#). To access our online community you may need to take a few minutes to register as a member, which is free, please visit [www.nationalcollege.org.uk](http://www.nationalcollege.org.uk).

Once you have a registered you will get a username and password which you simply enter when prompted when you click on the [School Direct online community link](#). You can also find the community in the 'groups section' of the NCTL website.

## UCAS update

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### Changing your training provider name

If you would like to change the name of your partnership to increase your provider's visibility in the UCAS search tool, please email [itt.allocations@education.gsi.gov.uk](mailto:itt.allocations@education.gsi.gov.uk) with your request.

Please include the name that UCAS currently has for your school/provider, your contact details and the new name. NCTL will update your details and formally notify UCAS of the change.

### 'Design and technology' subject classification

Following feedback from schools and providers, UCAS has arranged for a single 'design and technology' classification on the UTT system. This replaces 'design', 'technology' and 'food technology' which were previously listed separately. UCAS has also updated all relevant training programmes to ensure they are correctly listed with this new classification.

### Have you seen?

[How to find a School Direct partnership in your area](#) – a step-by-step guide on how to do this on the UTT system is now in the resources section of your School Direct online community

[Did you know that design & technology is considered a priority subject?](#) – your prospective D&T teachers can access a tailored programme of support to help them make a great application through premier plus

[Missed our first online seminars on partnerships?](#) – Listen to the online seminar recordings on our website to hear more top tips from School Direct lead schools and teaching schools

